

Glenwood Springs bank keeps 24 Hours of Sunlight going

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SUNLIGHT MOUNTAIN RESORT, Colorado — Thanks to a donation from the Glenwood Springs branch of American National Bank, the 24 Hours of Sunlight endurance race will shine at the local ski mountain for its fourth consecutive year.

“They came in as a strong sponsor, and it looks like it will be another good event,” said Casey Wood, account director for 24 Hours of Sunlight.

Event organizers Real Time Marketing announced Monday that the event would remain at Sunlight despite some worries that the event could potentially seek another host mountain due to lack of funding for this year’s race. However, the sponsorship from ANB made it possible for the event to stay put, at least for one more year.

“In past years the event has not broken even. At some point we have to decide whether or not to continue,” said Wood. “This year we were able to continue because of the American National Bank support.”

The dollar amount, or sponsorship level, from ANB was not disclosed in a press release from Real Time Marketing. Calls to ANB were not returned seeking comment on Thursday.

The event is intended to raise funding for the Valley View Hospital Foundation; however, not making a profit means that the foundation hasn’t received any funding from the event in its three previous years, according to Wood.

Last year the event ran \$15,000 short of breaking even.

“They’ve garnered a lot of press through the event, but they haven’t received any money,” Wood said. “We are hoping to change that.”

If it again falls short, the event could lose its speed altogether.

“It’s a possibility,” Wood said. “Our primary goal is to break even. But, along with added racers, added sponsorship dollars and looking at cutting things that are not necessary, we’re hoping to make it this year.”

Wood is expecting the highest turnout so far with an anticipated 350 participants for the 2009 event. Last year, the event saw the highest number of participants, through three years, at 266. The inaugural event in 2006 saw only 75 participants, Wood said.

The 2009 24 Hours of Sunlight will be held on Feb. 7-8. Registration for the event began on Nov. 1 and participants can save \$25 by registering before midnight on Dec. 31.

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